



SECURITY. MOBILITY. SIMPLICITY.

The Company

Security does not have to be difficult or intimidating. Media Sourcing offers a proven set of Enterprise ready secure, auditable delivery solutions providing “security without the pain”. With both easy to use end-user solutions and technology that is easily integrated with all applications, the products solve critical business transaction problems of moving all types of confidential data within and between Enterprises. Using handhelds, portals, browsers, servers, line of business applications and other end-points, customers are swiftly integrating security into their existing business processes today using Media Sourcing.

Security? Mobility? Simplicity? Problems solved!

Media Sourcing solutions are solving business critical problems for leading industry companies today.

Secure Mobile Data: mobile healthcare workers routinely capture confidential patient health information on paper forms. This methodology is insecure, time-consuming and prone to error upon data entry. The largest hospice company in the United States is now using Media Sourcing’s solutions for nurses and aides to enter this data at the site of service on handheld devices with data entry validation, securely transport it (with audit trail) and load it directly into their McKesson billing system and data warehouse. Customized data is also automatically and securely sent out to each mobile healthcare worker.

Secure Data/Document Distribution (in your cloud/portal or ours): sending confidential letters and documents via USPS or parcel post is expensive, time consuming and lacks true confirmation of delivery and audit trail. Media Sourcing is delivering confidential patient benefit authorization letters for one of the leading mental health provider services companies. Integrated with their Siebel Healthcare system, the delivery is automatically launched upon generation of the letters; they are digitally signed, encrypted, compressed and sent to the provider (using Media Sourcing’s Secure Replicator), who signs for them directly in their browser. This solution is also used in a consumer facing portals for the delivery of confidential testing and other documents.

Trackable deployment of operating system distributions: building systems from bare metal to usable is time and resource intensive, and difficult to repeat and audit. Using an integrated solution from Media Sourcing and Geo ComputingGroup (GCG), enterprises can use GCG's Automated Deployment System to dynamically deploy operating systems and updates, and track these actions via Media Sourcing technology.

Media Sourcing’s solutions solve these problems and more, providing the highest level of security possible, with an easy to use and understand paradigm for users, audit trail and a solution set that is fully integratable into purchased or home-grown line of business applications.

Mobility Partners: AT&T, Nokia, RIM, Verizon

Enterprise Partners: Apple, Cisco, IBM, Sun



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The Competitive Advantages

Media Sourcing's solutions hide the complexity required of advanced security solutions and give Enterprises ease of use and quick implementations for faster ROI.

- **Easy to Use, Quick to Implement Enterprise-ready "security without the pain"**
Media Sourcing's technology includes the highest level of security, but, unlike other products, does not make the end user worry about its complexities. This dramatically lowers resistance to adoption. The user simply provides a pass phrase, and a file location; Media Sourcing takes care of the rest, and that includes:
 - A full Public Key Infrastructure (patent pending simplified PKI), including an asymmetric 2048 bit RSA key for each user;
 - Session keys to secure each transaction;
 - Patent pending non-repudiation technology;
- **Auditing and Reporting (for HIPAA, SOX and other audit requirements)**
Media Sourcing's digital signature provides authentication and data integrity to guarantee that the sender and receiver are who they say they are (non-repudiation) and that the digital parcel that was shipped is the digital parcel that was received. This provides for auditability and trackability of shipments.
- **Metadata provides flexible integration into existing applications and workflows**
For customers and partners that already have an existing system with an interface customers are comfortable with, such as an online medical health records system, Media Sourcing provides the same functionality in an easily integratable solution. Media Sourcing's modular architecture and use of metadata allow for additional functionality to be integrated in as "Connectors". Media Sourcing's Secure Replicator automates send, receive and dispersment of the confidential data or documents received.
- **Send / receive using handhelds, portals, browsers, line of business applications**Businesses are further extending their reach to mobile workers and to customers and partners via portals, in healthcare, insurance, legal, energy and many other verticals. Media Sourcing's AppMobilizer and PortalMobilizer provide a simple and secure way to exchange (collect or send) confidential data (such as patient health information) on smartphones and through portal respectively.
- **User-centric roles and privileges**
Media Sourcing's solutions allow the Enterprise to control the capabilities of users and endpoints. Through a hierarchical grouping methodology, users can send or receive or both; and can be limited to which other users they can send or receive to and from. This provides an additional layer of security.

The Solutions

The Media Sourcing Solutions are:

AppMobilizer: Handheld and browser implementation of secure forms, securely delivered, seamlessly integrated;

PortalMobilizer: Seamlessly integrated into portal directory and UI, provides secure, trackable delivery to and from customers, partners and employees as a portal applet;

Secure Backup / Secure Replicator. Automatically securely replicates new or changed files and directories from one location to another. Can automate receive, send or both, then execute action on files. Secure backup sends encrypted files/directories for later retrieval;

Secure Automated Deployment. In partnership with Geo ComputingGroup, integrates Secure Replicator with GCG's Automated Deployment System to provide secure, auditable operating system and application deployment solution.